

How Walkme Used Sprinklr to Scale Advertising



Location: San Francisco, CA | No. of Employees: 501-1000 | Industry: Computer Software



Looking for a better way:

Walkme's marketing team manually managed hundreds of ad campaigns a month

Performance marketers are often asked to do more with less. Looking for efficiencies is an essential part of the job. The acquisition team at Walkme was no exception. The group was seeing success with LinkedIn ads and wanted to scale campaigns without having to invest additional resources.

The team, which drives around 40 percent of the pipeline for Walkme, also knew its campaign optimization processes were missing opportunities to either shut down poorly performing campaigns or make bigger investments in successful campaigns. Even for a hard-working team, there are only so many hours in a day and sometimes the spreadsheets with performance data wouldn't get the attention they needed.

The acquisition team at Walkme spends 95 percent of its resources on lead generation. The group was already using the full range of ad types on LinkedIn — from Sponsored Content to Sponsored Messaging to Dynamic Ads and even video for their campaigns aimed at awareness.

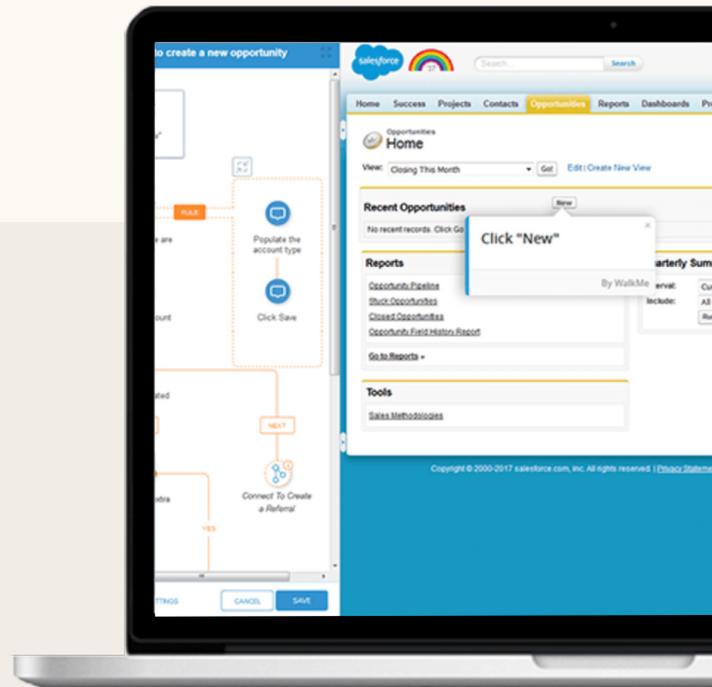
Walkme saw success with segmentation to reach targeted audiences based on parameters like title and job function. But with an emphasis on being data-driven and a requirement to prove ROI across as many as 10,000 ads on LinkedIn, representing 100 campaigns a month, the backend manual labor to make it all work proved too much for a team of two.

The answer was to collaborate with LinkedIn marketing partner Sprinklr to design a rule-based system to scale advertising and make reporting easier by integrating with Salesforce, Walkme's existing CRM solution.



Modern Advertising' with a single click

With Sprinklr, Walkme was able to replace time-consuming manual processes they had built out to support their advertising on LinkedIn with Sprinklr's "Modern Advertising" solution. With customized support from Sprinklr, Walkme could manage creative at scale, upload and edit in bulk with the push of a button, and more easily track performance by automatically appending ad parameters to their tracking URLs. An integration with Salesforce meant they had deeper ROI reporting across multiple ads in a single view.





The results were impressive

2x

the number of campaigns with the same headcount

40%

increase in LinkedIn ads investment

Scaled from 100 campaigns per month to

300

 campaigns per month

Seeing accurate ROI by taking the long view

Because of the integration with Salesforce, Walkme can see more clearly into the funnel and get a better understanding of ROI. When looking at the leads that resulted in pipeline, the Walkme team can see that high-quality leads from LinkedIn are less expensive than other platforms.

“Data integrity has really been solved with [Sprinklr](#) on LinkedIn,” Yiftachel said. “We can also see much more data because we can dynamically pull lots of different parameters and optimize them.”

Reported Metric	CPL	CPL
Converts to lead	\$150	\$200
Converts to pipeline	\$700	\$488

About Walkme

Founded in 2011, WalkMe’s Digital Adoption Platform (DAP) empowers every organization to realize the promise of its technology. As the defining leaders in digital adoption, WalkMe’s insights, guidance, and automation platform enables leaders with visibility into digital usage to make data-driven decisions, and streamlines user experiences for employees and customers.

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“[Sprinklr](#) is irreplaceable. It’s a very powerful tool because it allowed us to scale by 50 percent.”

Asher Yiftachel
Head of Paid Acquisition, Walkme